



Who We Are

The Coalition for a Safe and Responsible Michigan (CSRM) is a grassroots organization of nearly 20 education, industry, traffic safety, prevention and law enforcement organizations and concerned citizens united to promote safe and responsible alcohol sales in Michigan for the protection of the safety of our families and communities.

COALITION
FOR A SAFE
AND RESPONSIBLE
MICHIGAN

CSRM receives support from the Michigan Beer and Wine Wholesalers Association (MB&WWA) and includes as members the following organizations:

The Associated Food Dealers of Michigan (AFD)
Deputy Sheriff's Association of Michigan (DSAM)
Grand Rapids Community College
Hope College
Jackson Traffic Safety Program
Michigan Association of Secondary School Principals (MASSP)
Michigan Beer and Wine Wholesalers Association (MBWWA)
Michigan Highway Traffic Safety Alliance (MHTSA)
Michigan High School Athletic Association (MHSAA)
Michigan Interfaith Council on Alcohol Problems (MICAP)

Michigan Licensed Beverage Association (MLBA)
Michigan Liquor Vendors Association
Michigan Resource Center for Health and Safety (MRCHS)
Michigan Sheriffs' Association
Prevention Network
Siena Heights University
Student Leadership Services (SLS, formerly SADD)
Traffic Improvement Association of Oakland County (TIA)
Traffic Safety Association of Macomb County

What We Do

CSRM supports strong laws that prevent minors from gaining access to alcohol. CSRM advocates for a regulated distribution and sales system which helps prevent sales to minors by providing face to face transactions with ID check and seller accountability as well as ensuring collection of state taxes and product quality.

Following the May 2005 U.S. Supreme Court decision, which could open Michigan's borders to countless direct shipments from out-state producers, CSRM opposes the direct shipment of alcohol from producers to consumers including Internet sales. Such transactions are anonymous, difficult and costly to regulate, and, have been proven to result in the circumvention of compliance with State laws.

CSRM believes that Michigan's longstanding alcohol regulation system, which requires a face to face ID check and that all alcohol sales and shipments be made through licensed and accountable businesses in the State, is the best defense in protecting our communities and young people from irresponsible alcohol sales.

CSRM opposes any actions or legislation that would make it easier for minors to gain access to alcohol. CSRM supports eliminating all direct shipments of alcohol within the State of Michigan, in order to prevent anonymous and untraceable shipments from out of state. Any loosening of restrictions on alcohol that makes it easier for minors to acquire alcohol is dangerous to our communities and families.

Leadership

CSRM Director Betty Mercer served as the Governor's Highway Safety Representative for Michigan and the director of the Michigan Office of Highway Safety Planning, a division of the Michigan State Police, for more than 10 years.

Mercer received the 2001 Mothers Against Drunk Driving Leadership Award for her contributions to the reduction of impaired driving in the state and the 2003 National Highway Traffic Safety Administration's Public Service Award.



FOR IMMEDIATE RELEASE

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CONTACT:
Caroline Jeffs
Coalition for a Safe and Responsible Michigan
(248) 458-5600

Bill Nowling
The Rossman Group
(517) 487-9320

Ed Sarpolus
EPIC*MRA
(517) 886-0860

Poll: Keep Alcohol Sales Safe and Accountable; Eliminate Direct Shipment

*70 percent of Michigan voters support ban
on all Internet and mail alcohol sales in Michigan*

June 7, 2004 (Lansing, Mich.) – Michigan voters overwhelmingly oppose the sale of alcohol over the Internet or through the mail, and nearly two-thirds say they would support a complete ban on such purchases, according to a statewide poll of registered voters, released today.

The poll, conducted by EPIC*MRA for the Coalition for a Safe and Responsible Michigan, found that 70 percent of the respondents said they opposed allowing alcohol sales over the Internet or by mail, with 60 percent strongly opposed. The poll, which questioned 600 voters May 16-22 and had a margin of error of +/- 4 percentage points, showed that 63 percent of voters would support a total ban of Internet and mail sales of alcohol.

Respondents to the poll cited increased alcohol access by minors and underage drinking as the top reason they oppose Internet and direct mail sales. In addition, 83 percent said controlling the sale of alcohol to minors continues to be a serious issue in Michigan.

“It’s clear from this poll that Michigan voters are concerned that Internet and direct mail sales could make it easier for minors to purchase alcohol unchecked,” said Ed Sarpolus of EPIC*MRA. “Michigan has a long history of preventing underage drinking and the poll results reflect the public’s desire to make sure that does not change.”

The poll follows a recent U.S. Supreme Court ruling, *Granholm v. Heald*, which reinforced a state's right to regulate alcohol sales, as long as out-of-state and in-state sales were treated evenhandedly. Michigan currently allows for in-state wine producers to ship and sell wine directly, while forbidding out-of-state companies from doing the same. The \$45 billion wine industry is strongly pushing for the deregulation of alcohol sales and shipments and encouraging direct shipment.

Advocates for safe consumption and responsible sales of alcohol said the ruling could open up Michigan to unchecked, unregulated sales of beer, wine and liquor, especially on college campuses and to high school students.

"Alcohol is alcohol whether it's in beer, wine or liquor," said CSRM Director Betty Mercer. "Teenagers and college students use the Internet to do everything from school work to ordering music to keeping in touch with friends. It is realistic to think that while they are emailing or shopping online, they will take an extra minute to purchase alcohol for the weekend, especially if they can do so unchecked."

In addition to strong public opposition to Internet and direct mail sales of alcohol, the poll found: *(Highlights of the poll's findings are attached)*

- Only 20 percent of the respondents voiced support for Internet and direct mail alcohol sales;
- 50 percent said allowing Internet and direct mail sales would hurt local small businesses;
- Across all demographic boundaries, there was an overwhelming opposition to direct shipments of alcohol and concern for the access it would provide for young people to alcohol;
- Detroit led other regions of the state in supporting a ban on all Internet and direct mail alcohol sales with 78 percent of respondents backing the ban.

About the Coalition for a Safe and Responsible Michigan:

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Following the recent Supreme Court decision, which could open Michigan's borders to countless direct shipments from out-of-state and international producers, CSRM opposes the direct shipment of alcohol from producers to consumers, including Internet sales. Such transactions are anonymous, difficult and costly to regulate, and have been proven to result in the circumvention of compliance with state laws.

CSRM is a grassroots organization of safety conscious groups and concerned citizens united to promote safe and responsible alcohol sales in Michigan for the protection of the safety of our families and communities. For more information, please visit www.safeandresponsible.org.

For a full copy of the survey results or to schedule an interview with a CSRM representative, please contact Caroline Jeffs at 248.458.5600. [A copy of the survey is available online at safeandresponsible.org.](http://safeandresponsible.org)

The Michigan Beer and Wine Wholesalers Association commissioned the poll on behalf of the Coalition for a Safe and Responsible Michigan.

EPIC*MRA, a leading opinion research firm, conducted the telephone survey of 600 Michigan active voters between May 16-22, 2005. The poll has a sampling error of plus or minus four percentage points.